



SECRET SAM IS BACK IN ACTION as Agents 001 (right) and 159 track down Silvertoe, deadly spy. 001 relies on Kresge's Secret Sam gun. 159 picks Multi-Pistol 09.



AGENT 001 picks out Silvertoe, who holds Agent 159 prisoner, through Secret Sam's periscope after attaching message missile to alert 159 of his presence.



SECRET SAM DOES IT AGAIN . . . 001 (James Haug, D.O. lobby) and 159 (Betty Lambrecht, buyer's office) escape. 159 carries Secret Sam's cunning attache case.

## Company Expands Merchandise Lines In K mart Infants' Departments

K mart infants' departments are being expanded to include infants' furniture, toddler boys' garments, knitwear and infants' basics for greater merchandise selection and sales volume, reported A. S. McCall, a director of K mart leased departments.

ing bottles and other feeding equipment, toilet trainers, toys and other infants' items will be stocked in these departments.

### Managers Win \$50 U. S. Bonds In Brands Event

Ten Kresge store managers won \$50 U. S. Savings Bonds in a Kresge exclusive contest held as part of the 1965 Nationally Advertised Brands Promotion, February 15-28, sponsored by the trade magazine Chain Store Age.

The winning managers had the best national brands counter or window displays of all the Kresge stores in the chain. Contestants sent photographs of their displays to the magazine where judges selected the best displays as they appeared in the pictures.

Winners were: W. E. Roach, 790, Chula Vista, Calif.; R. E. Hofhus, 724, Spring Valley, Calif.; L. D. Lewis, 253, Chicago, Ill.; R. W. Simon, 170, Cedar Rapids, Ia.; J. H. Brinton, 49, Kansas City, Mo.; J. L. Neely, 15, Albany, N.Y.; C. M. Buck Jr., 281, Philadelphia, Pa.; W. A. Dear, 379, Philadelphia, Pa.; P. B. Spivey Jr., 721, Anderson, S.C.; and D. L. O'Keefe, 690, Champaign, Ill.

Two of the ten managers won recognition for their displays in national competition with all variety chains. Mr. Neely won seventh prize, a Stetson Melmac dinnerware set, for his interior display at Kresge 15. Mr. Brinton won twenty-first prize, a Pennwood Numechrom television lamp clock, for his interior display at Kresge 49.

### Assistant H. C. Collier Joins Jewelry Buyer's D. O. Staff

W. E. Sturges, vice president in charge of personnel, has announced the appointment of Harold C. Collier as assistant to Buyer Roy F. Siegel, Detroit Office.

Mr. Collier transferred from Kresge 61, Lima, O., where he was an assistant manager.

The buying will be handled by Samuel H. Braxton Jr., also buyer of infantwear and children's wear for Kresge and Jupiter stores. Previously, most of the K mart toddler boys' departments were managed by Kresge's subsidiary, Holly Stores, Inc.

In turn, the Kresge Company operated about half of the K mart lingerie departments and Holly managed the others. In the future, Holly will operate all K mart lingerie departments.

The redistribution of operations is being made for several reasons. Mr. McCall explained that toddler boys' items are not Holly's normal line of business, but lingerie is.

With the Kresge Company operating all the toddler boys' departments, the company can concentrate on developing more complete and varied lines of merchandise for these departments, he said.

The switch to Holly-operated lingerie departments in all K mart stores was made because it was felt better merchandise assortments could be obtained through Holly's warehouse, located in the heart of the garment industry in New York, Mr. McCall explained.

## Better Impulse Sales Are Goal Of New Check-out Display Stands

"Impulse sales at check-out stations in Kresge and Jupiter stores will get a real shot-in-the-arm as of July 1," reported Richard C. Wade, sales promotion manager of Division I for Kresge stores. Mr. Wade's prediction is based on the new metal floor stands designed by the Detroit Office sales department for use at stores' No. 1 and No. 2 check stand positions.

The versatile floor stands replace the C-62 counters now in use. The new stands provide both baskets and hanging areas which give top exposure to demand merchandise. Merchandise can be more attractively displayed on the new stands, too, explained Mr. Wade. He continued: "Attractive displays are vital to sales. The impulse merchandise placed on the stands must also

have eye appeal if it is to gain the attention of busy shoppers."

Two of the baskets on the stand will be filled with merchandise selected by the manager. The remaining baskets and hanging space will be filled with merchandise pre-selected by the Detroit Office sales department. Merchandise selection will be impulse merchandise, explained Mr. Wade, with ranges from toys to hardware to stationery. The stands will also be used to display seasonal items. Most of the merchandise will get year 'round exposure, with annual lists sent out to the stores by the Detroit Office sales staff.

Shopping center stores with equally heavy mail and parking lot entrance traffic will have the new stands at both the front and rear check-outs. Also, said Mr. Wade, stores where traffic demands it will have additional stands at other than the No. 1 and No. 2 check stand positions.

### A SURE-FIRE THING

## Secret Sam Super Spy Gun Sets Sight on Bang-Up Sales

It was a foggy morning. The dark figure walked gingerly through the field as if he was treading on mines. He stopped. Opening the attache case he carried, he removed a pistol. To the pistol he attached a rifle stock, a periscope sight and a silencer.

Then he quickly scribbled some figures on a small piece of paper and inserted the paper in a message missile which he attached to the front of the gun. He was ready.

Could it be Secret Agent 001 on the treacherous trail of another master spy? No, it's just a boy playing with the Secret Sam international super spy set he bought at a Kresge or K mart store.

The Secret Sam, advertised on national television, is expected to be one of the biggest items in Kresge and K mart toy departments this year, reported Buyer Henry E. Mertins.

If author Ian Fleming's secret agent James (007) Bond had been equipped with Secret Sam in addition to his own special attache case he might have avoided many spine-tingling mishaps on his assignments.

Secret Sam comes cunningly disguised in an attache case with a full assortment of accessories including a secret camera which takes pictures through an opening in the side of the attache case. When inside, the camera is controlled with a button on top of the case, and operates normally outside the case.

The gun can be fired while concealed inside the case; the bullets shoot out of an opening in the case's side. For those hard to see spies, the secret agent needs only to attach the periscope sight to the top of the pistol.

In addition, Secret Sam includes an attachable rifle stock, a silencer which actually deadens the sound of the gun's firing and a message missile with which you can shoot messages to fellow agents.

Then there is the Multi-Pistol 09 with an optical sight, long and short range bullets, barrel extension for long range accuracy, exploding grenade, cap-detonated torpedo bomb, secret message missile and an armor-piercing rocket.

What happens when the secret agent runs out of bullets for his Multi-Pistol 09? He simply flips open the bottom of the handle and a concealed secret derringer cap pistol pops into his hand for instant action.

The two secret agent toys are Topper Toys, manufactured by the De Luxe Reading Corporation in Elizabeth, N.J., and are stocked by all K marts and over 500 Kresge stores. They are ordered through the Kresge Warehouse.

So if your young customer wants to be a secret agent extraordinaire, recommend Secret Sam and Multi-Pistol 09, used by the best of "international agents."

## D. O. Buyers Tour Orient For New Items

The best merchandise in the Orient for Kresge, K mart and Jupiter counters—that is what Import Manager Robert T. Rodgers and three buyers looked for during May and June as they traveled from Detroit to the Far East.

Mr. Rodgers left May 3 for the West Coast. In San Francisco and Los Angeles he visited customs brokers and pier authorities to discuss the most advantageous means of shipping goods from the Orient for the company's western stores.

He then flew to Tokyo and Osaka, Japan, to make arrangements for the arrivals of buyers Herbert S. Saffell, Ernst F. Faigle and Henry E. Mertins. Mr. Rodgers worked with suppliers, readying samples for the buyers' inspection. In Tokyo, Kresge's import manager was joined by the T. P. O'Connors, senior and junior, the company's Far East representatives, who traveled with him and the buyers on their Orient tours.

The Kresge men viewed merchandise in Japan; Hong Kong; Taipei, Formosa and Korea. When Mr. Rodgers left for the Orient he had had tentative plans to investigate sources in Bangkok, Thailand; Karachi, Pakistan, and India.

Mr. Saffell left for the Far East on May 11. Mr. Faigle departed May 18 and Mr. Mertins May 19.